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This annotated bibliography lists publications in the categories of educational television, in general, in research, in administration and facilities, in program design and classroom utilization, and in program planning and production. Further categories are: international ETV publications and children and television. Periodicals and annuals are also listed. (TI)

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ANNOTATED BIBLIOGRAPHY ON TELEVISION IN EDUCATION

ETV in General

Carnegie Commission on Educational Television. Public Television: A Program for Action. The Report of the Carnegie Commission on Educational Television. New York: Bantam Books, 1967. 254 pp.

The report of the Carnegie Commission's findings on public broadcasting and the basis for the Public Broadcasting Act of 1967.

Educational Media Council. New Relationships in ITV. Washington, D.C.: the Council, 1967. 157 pp.

The proceedings of a joint conference to examine some of the central issues of education today along with major trends which must be understood before ITV in any form can be considered.

Koenig, Allen E., and Hill, Ruane B. The Farther Vision: Educational Television Today. Madison, Wisc.: University of Wisconsin Press, 1967. 317 pp.

A survey of significant elements that constitute ETV, including its history, problems and philosophy, operation of "on air" systems, ITV and CCTV, financing, research, training of personnel and ETV's future.

Moir, Guthrie, editor. Teaching and Television: ETV Explained. Oxford and New York: Pergammon Press, 1967. 170 pp.

An anthology designed to present a composite picture of ETV achievements, growth and problems. Prepared for the 10th anniversary of ETV's inception in Great Britain.

Swallow, Norman. Factual Television. New York: Hastings House, Communication Arts Books, 1966. 228 pp.

A British TV producer examines the role of television in politics, public affairs, education, news, and the arts.

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U. S. Department of Health, Education, and Welfare, Office of Education Educational Television: The Next Ten Years. Stanford, Calif.: The Institute for Communication Research, Stanford University, 1962. 375 pp.

A compilation of a number of empirical research studies and papers commissioned by USOE--all aimed toward recommendations for "the next ten years" of ETV.

Research

Arons, Leon, and May, Mark A., editors. Television and Human Behavior. New York: Appleton-Century-Crofts, 1963. 307 pp.

Eighteen research strategies, several dealing specifically with "educational" programs which won awards in a television research competition sponsored by the Television Bureau of Advertising.

Carpenter, C. R., and Greenhill, L. P. Comparative Research on Methods and Media for Presenting Programmed Courses in Mathematics and English. University Park, Pa.: The Pennsylvania State University, 1963. 74 pp.

A detailed report of a series of experimental investigations into the application of programed instruction techniques to televised instruction.

Fund for Media Research. School Television: Great Cities - 1967. Lincolnwood, Ill.: Fund for Media Research, 1967. 136 pp.

A summary of instructional television activities at 20 major U.S. cities.

Komoski, Kenneth. A Demonstration Project of Programed Television Instruction. New York: The Institute of Educational Technology, Columbia Teachers College and Washington Educational Television Association, 1966. 115 pp.

The report analyzes an attempt to introduce change and innovation by pressing the limits of two of educational technology's newer elements, television and programed instruction.

Reid, J. Christopher, and MacLennan, Donald W. Research in Instructional Television and Film. Washington, D.C.: Government Printing Office, 1967. 216 pp.

An annotated listing of research on instructional television and film, summarizing the findings of each study.

Schramm, Wilbur, and Chu, Godwin C. Learning from Television: What the Research Says. Washington, D.C.: National Association of Educational Broadcasters, 1968. 116 pp.

A very comprehensive and practical summary of 303 research studies related to effects, use and attitudes in instructional television.

Sparks, Kenneth R. A Bibliography of Doctoral Dissertations in TV and Radio. Washington, D.C.: National Association of Educational Broadcasters, 1965. (2nd edition) 68 pp.

A complete and annotated listing of doctoral dissertations related to television and radio.

Administration & Facilities

Brown, James W., and Norberg, Kenneth D. Administering Educational Media. New York: McGraw-Hill Book Co., 1965. Chapter 10, "Administering Educational Television," pp. 194-228.

Discusses types of facilities, costs, and case studies of various organization patterns for ETV. A thorough and realistic introduction for the administrator.

Department of Audiovisual Instruction. A Survey of Instructional Closed-Circuit Television 1967. Washington, D.C.: the Department, a department of the National Education Association, 1967. 196 pp.

Provides the most comprehensive data on CCTV and ITFS programing and equipment in American education today with a complete catalog of questionnaire responses.

Diamond, Robert M., editor. A Guide to Instructional Television. New York: McGraw-Hill Book Co., 1964. 304 pp.

A guide for administrators and teachers to varied instructional applications of television, particularly in elementary and secondary schools; includes case studies in several school systems and in various subject matter areas.

Educational Facilities Laboratories. Design for ETV: Planning for Schools with Television. (Prepared by Dave Chapman, Inc.) New York: the Laboratories, 1968. 96 pp.

An industrial design firm developed this guide to the planning of flexible physical facilities for using TV in schools.

Gordon, George N. Educational Television. New York: The Center for Applied Research in Education, 1965. 113 pp.

A nontechnical primer on the history, financing, public service aspects, and effects of educational and instructional television.

Lewis, William C. Through Cable to Classroom. Washington, D.C.: Department of Audiovisual Instruction, a department of the National Education Association, 1967. 44 pp.

Underscores the difference in "equipping" for and actually "receiving" a television signal and is designed to provide the school administrator with a desirable reference point from which he might begin planning for the optimum distribution of a quality television signal throughout an educational plant.

National Association of Educational Broadcasters. Financing of Educational Television Stations. Washington, D.C.: the Association, 1965. 183 pp.

A report of a study conducted to come to grips with the present and future financial problems of educational television.

National Education Association, Division of Educational Technology. Instructional Television Fixed Service (2500 mHz): What It Is . . . How To Plan. Washington, D.C.: the Association, 1967. 64 pp.

The booklet suggests steps in planning for ITFS, considers the preparation of faculty and student groups for its use, indicates the cost and time factors involved in the installation of the service, and discusses staff and equipment needs.

Quaal, Ward L., and Martin, Leo A. Broadcast Management. New York: Hastings House, 1968. 272 pp.

Considers, in historical context, radio and television audience, programing, engineering and technical factors, national and local sales, profit management, personnel matters and government regulation. There is also a section on future aspects of management, including satellites.

Roe, Yale, editor. Television Station Management. New York: Hastings House, 1964. 251 pp.

The television broadcasting business, reported by the men who live it; includes chapters on management and programing of broadcast ETV stations.

Wade, Warren L. TV Equipment, Systems, Facilities and Personnel - A Guide for School Administrators. NAEB Monograph, Issue 2. Washington, D.C.: National Association of Educational Broadcasters, October, 1966. 61 pp.

Specific guidelines, cost comparisons and practical information on deciding whether and what kind of television to buy.

Program Design and Classroom Utilization

Barkan, Manuel, and Chapman, Laura. Guidelines for Art Instruction Through Television for the Elementary Schools. Bloomington, Ind.: National Center for School and College Television, 1967. 97 pp.

These guidelines are based on an analysis of current television materials in art education, and demonstrate the content of art instruction which any series of television art programs should embody.

Bosley, Howard E., and Wigren, Harold E., editors. Television and Related Media in Teacher Education. Baltimore, Md.: Multi-State Teacher Education Project, 1967. 53 pp.

A comprehensive report on uses of television and videotaping techniques for in-service teacher training and microteaching for colleges of education.

Brown, James W.; Lewis, Richard B.; and Harcleroad, Fred F. A-V Instruction: Materials and Methods. Second edition. New York: McGraw-Hill Book Co., 1964. Chapter 10, "Television," pp. 210-46.

An excellent, concise overview of the application of television to instruction and delineation of the role of the classroom teacher in the use of the medium.

Campion, Lee E., and Lanagan, Yvonne. And TV, Too! Washington, D.C.: National Education Association, Department of Classroom Teachers and Department of Audiovisual Instruction, 1961. 63 pp.

A booklet designed to acquaint the classroom teacher with the needs and potentialities of televised instruction and to enable him to use this tool more effectively.

Costello, Lawrence F., and Gordon, George N. Teach with Television. Second edition. New York: Hastings House, 1965. 192 pp.

A practical manual on the production and effective utilization of televised instruction on all levels; centers on planning, teaching, using, and evaluating television lessons.

Council for Cultural Cooperation. Modern Language Teaching by Television. Strasbourg, Germany: the Council, 1965. 185 pp.

An extensive report of factors which are involved in developing, producing, and utilizing modern language instruction via television.

Council for Cultural Cooperation. The Use of Closed-Circuit Television in Technical Education. Strasbourg, Germany: the Council, 1966. 94 pp.

A summary of uses of closed-circuit television for technical training in foreign countries.

National Education Association. The Professional Rights and Responsibilities of Teachers on Television. NEA Policy Statement. Washington, D.C.: the Association, 1963. 6 pp.

The statement of the National Education Association for teachers on television. Serves as a basis for institutional policy statements, contracts, and negotiations.

Postman, Neil, and the Committee on the Study of Television of the National Council of Teachers of English. Television and the Teaching of English. New York: Appleton-Century-Crofts, Inc., 1961. 138 pp.

This work grew out of the interest of NCTE in finding ways to use television in the teaching of English, literature and language arts.

Ramey, James W. Television in Medical Teaching and Research. U. S. Department of Health, Education, and Welfare, Office of Education. Washington, D.C.: U. S. Government Printing Office, 1965. 155 pp.

A directory of institutions and survey of the research related to the use of TV in the health sciences. The major portion of this book is composed of a bibliography of references abstracted at considerable length.

Virginia State Department of Education. Instructional Television: A Utilization Guide for Teachers and Administrators. Richmond, Va.: the Department, 1967. 64 pp.

A superior booklet including clear and well-illustrated guidelines for television's use in the classroom.

Program Planning and Production

Griffith, Barton L., and MacLennan, Donald W., editors. Improvement of Teaching by Television. Columbia, Mo.: University of Missouri Press, 1964. 238 pp.

Proceedings of an NAEB national conference on ways and means of improving televised instruction; includes lengthy section on the role of the teacher in this process.

Herdig, Walter, and Halas, John. Film and TV Graphics. New York: Hastings House, 1967. 200 pp.

A well-illustrated sampler of graphical achievements in television and the cinema.

McBride, Wilma, editor. Inquiry: Implications for Televised Instruction. Washington, D.C.: National Education Association, Division of Audio-visual Instructional Service and The Center for the Study of Instruction, 1966. 64 pp.

Report on a symposium on heuristic approaches to the teaching-learning process in relation to television; suggests guidelines for improving instructional television programs.

Millerson, Gerald. The Technique of Television Production. New York: Hastings House, 1966. 440 pp.

A well-written and detailed volume on television production methods and techniques.

Spear, James, editor. Creating Visuals for TV: A Guide for Educators. Washington, D.C.: National Education Association, Division of Audio-visual Instructional Service, 1962. 48 pp.

A practical handbook on the production of simple graphic materials for use in instructional television.

Stasheff, Edward, and Bretz, Rudy. The Television Program: Its Direction and Production. Fourth edition. New York: Hill and Wang, 1962. 335 pp.

This fully illustrated industry standard covers the gamut of commercial television production from program formats, through pictorial composition and cutting techniques, to directing unrehearsed studio programs.

Zettl, Herbert. Television Production Handbook. San Francisco: Wadsworth Publishing Co., 1961. 450 pp.

A readable and well-illustrated fundamental textbook, especially suitable for the local production level.

Children and Television

Association for Childhood Education International. Children and TV: Television's Impact on the Child. Bulletin No. 21-A. Washington, D.C.: the Association, 1967. 64 pp.

A comprehensive volume, including sections related to home and in-school uses of television for children.

Himmelweit, Hilde T., Oppenheim, A.N., and others. Television and the Child. London: Oxford University Press, 1958. 522 pp.

The report of the pioneering empirical research done in England assessing children's viewing patterns and the effects of televiewing on the values, knowledge, and interests of children.

National Education Association. Television and Children. A brochure. Washington, D.C.: the Association, 1966.

Summarizes what we know about television's effects on children and what parents can do to insure good use of the medium.

Schramm, Wilbur, editor. The Effects of Television on Children and Adolescents. Reports and Papers on Mass Communication, No. 43. Paris: UNESCO, 1964. 54 pp. (UNESCO Publications Center, 317 E. 34th St., New York, N.Y. 10016)

An annotated bibliography with an introductory overview of research results, prepared by the International Association for Mass Communication Research, Amsterdam. Restricted to reports of behavioral research. Internationally comprehensive.

Schramm, Wilbur; Lyle, Jack; and Parker, Edwin B. Television in the Lives of Our Children. Stanford, Calif.: Stanford University Press, 1961. 324 pp.

The result of eleven empirical studies employing several different research strategies, this is a volume of facts on the effects of television on children. Lengthy appendix of statistical findings in tabular form.

International

Cassirer, Henry N. Television Teaching Today. Paris: UNESCO, 1960. 267 pp. (UNESCO Publications Center, 317 E. 34th St., New York, N.Y. 10016)

Detailed analysis of the use of TV in education in seven countries, principally the United States.

Council for Cultural Cooperation of the Council of Europe. Direct Teaching by Television. Strasbourg, Germany: the Council, 1967. 94 pp.

Some examples of uses of television for direct instruction in Britain, France, Italy and Bavaria.

Dizard, Wilson P. Television: A World View. Syracuse, N.Y.: Syracuse University Press, 1966. 349 pp.

A review of the history, present status, and current trends of television communications around the world. Includes two chapters on the status and future of ETV in the developed and developing areas.

Paulu, Burton. Broadcasting on the European Continent. Minneapolis, Minn.: University of Minnesota Press, 1967. 290 pp.

An analysis of broadcasting as utilized in European countries. The publication places emphasis on commercial or national broadcasting.

School Broadcasting, NHK. Proceedings of the Second International Conference on Sound and Television. Sponsored by European Broadcasting Union in Tokyo, Japan. Tokyo: School Broadcasting, NHK, 1964. 881 pp.

Includes reports on school broadcasting in France, Kenya, Japan, Yugoslavia, Nigeria, Canada, Italy, India, Australia, Denmark, Tunisia, Britain, Philippines, Tanganyika, German Federal Republic, U.S.A., Algeria, Sweden, Poland, Ghana, New Zealand, Chile and many others. (1967 Conference Proceedings not yet published 9/68)

UNESCO. Communication in the Space Age. Paris: UNESCO, 1968. 200 pp.

One of many publications by UNESCO related to mass communication technology and its application on international levels, especially in underdeveloped regions of the world.

UNESCO. New Educational Media In Action: Case Studies for Planners. Paris: UNESCO, 1967. 3 vols.

A series of three books providing detailed reports on major uses of television and radio throughout the world.

UNESCO. Schramm, Coombs, Kahnert, Lyle. The New Media: Memo to Educational Planners. Paris: UNESCO, 1967. 175 pp.

This report summarizes the findings of UNESCO supported studies of the use of new media and presents specific guidelines for getting the best from these educational tools.

UNESCO. Reports and Papers on Mass Communication. Paris: UNESCO, 1954-65.

A series of over 50 titles such as: Television and Tele-Clubs in Rural Communities, Cultural Radio Broadcasts, Developing Information Media in Africa, and The Effects of Television on Children and Adolescents.

UNESCO. World Radio and Television. Paris: UNESCO, 1965. 159 pp.

Statistics on, and description of, radio and television facilities and administrative settings in each country of the world.

Periodicals

ABU Newsletter, monthly, Asian Broadcasting Union, NHK Building, Tokyo, Japan.

An international newsletter covering all aspects of instructional and public broadcasting, both programing and equipment.

AV Communication Review, quarterly, National Education Association, Department of Audiovisual Instruction, Washington, D. C.

Reports significant research findings and abstracts on current developments in communication and audiovisual instruction.

Audiovisual Instruction, monthly (except July and August), National Education Association, Department of Audiovisual Instruction, Washington, D. C.

The official magazine of DAVI, it features news, reviews, and articles edited for the educator audience covering the full range of educational media and their application to instruction.

Cablecasting and Educational Television. C. S. Tepfer Publishing Co. (10 Poplar Road), Ridgefield, Conn.

Provides valuable information about current developments and innovative practices in CATV, CCTV, ITFS and broadcast ETV.

Educational Broadcasting Review, bimonthly, National Association of Educational Broadcasters, Columbus, Ohio.

Contains articles on topics of current concern in the realms of educational radio and television, plus book reviews, program reviews, and abstracts of recent research.

Educational-Instructional Broadcasting, bimonthly, Acolyte Publications (647 North Sepulveda Blvd.), Bel Air, Los Angeles, Calif.

A magazine devoted to professionals in educational and instructional television.

Educational Television International, quarterly, The Center for Educational Television Overseas, The Studio (Nuffield Lodge, Regent's Park), London, N.W. 1.

An international magazine concerned with in-school and public education through television and related media.

ETV Newsletter, biweekly, ETV Newsletter Co. (10 Poplar Road), Ridgefield, Conn.

A well-designed newsletter devoted to educational and instructional television developments.

ETV Reporter, biweekly, Industry Reports (514-10th St., N.W.), Washington, D.C.

An industry-oriented newsletter on current activities in ETV and related industries.

European Broadcasting Union Review, (1 rue de Varembe) Geneva, Switzerland.

The news magazine of the European continent, often including material on school television.

Research in Education, U. S. Government Printing Office, Washington, D. C.

A monthly abstract journal announcing recently completed research or research-related reports and newly funded projects, indexed by subject, author or investigator and institution by ERIC.

Annuals

Department of Audiovisual Instruction, Membership Directory & Data Book. Washington, D.C.: the Department, a department of the National Education Association.

Provides information about DAVI's board of directors, assembly, committees, commissions and councils, and includes lists of affiliated organizations and names and addresses of DAVI members.

McKune, Lawrence E., editor. National Compendium of Televised Education. East Lansing, Mich.: Michigan State University, Continuing Education Service, University of the Air, Kellogg Center 14.

A valuable source of information on ITV programing being used at over 3,000 schools, colleges and universities.

National Association of Educational Broadcasters, Directory and Yearbook of Educational Broadcasting. Washington, D.C.: the Association.

Includes listings of all educational radio and television stations, NAEB instructional and individual members, officers, committees, equipment information, government agencies administering and supporting educational broadcasting, closed circuit and instructional TV fixed service facilities. Published annually in the fall.

National Center for School and College Television. One Week of Educational Television. Bloomington, Ind. (Box A): the Center.

Report on the annual study of educational television programing via broadcast and related television systems.

Television Digest. Television Factbook. Washington, D.C. (2025 Eye St., N.W.): Television Digest, Inc.

A guide to television stations, cable systems, agencies and related organizations. A comprehensive reference for the advertising, television and electronic industries.

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